

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1.-18. (Cancelled).

19. (Currently Amended) A method, comprising:

displaying a link to a resource with a mobile terminal, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, wherein the video is received via a digital broadcasting network;

determining a selection of the link by a user;

receiving a determining the location of the mobile terminal, the location determined using a mobile communication network in response to the selection of the link;

receiving via the mobile communication network content determining content that is related to the link and also related to the location of the mobile terminal-by automatically employing the location of the mobile terminal, the determining using the mobile communication network; and

enabling the mobile terminal to display the related content; the related content being provided over the mobile communication network.

Claims 20-21. (Cancelled).

22. (Currently Amended) The method of Claim 19, further comprising wherein automatically employing the location includes:

communicating the location of the mobile terminal and the selection of the link to an application server; and

searching a database in the application server for reseller information that is associated with the link and the location of the mobile terminal, wherein the reseller information is the related content.

23. (Currently Amended) The method of Claim 19, further comprising determining the location of the mobile terminal, wherein the automatically determining the location of the mobile terminal includes:

- determining a network address of the mobile terminal; and
- mapping the network address to a mobile identifier integrated services digital network number; and
- determining the location of the mobile terminal based at least the mobile identifier integrated services digital network number.

24. (Currently Amended) The method of Claim 19, wherein the content received is information on a reseller that is closest to the location of the mobile terminal, employing the location includes:

- determining which of a plurality of resellers in a database is geographically closest to the mobile terminal; and wherein the related content comprises information on a reseller that is closest to the mobile terminal.

25. (Currently Amended) The method of Claim 19, further comprising determining the location of the mobile terminal, wherein the automatically determining the location of the mobile terminal includes:

- communicating radio signals via a base station subsystem;
- measuring the radio signals; and
- calculating the location of the mobile terminal based at least on the measurements of the radio signals.

26. (Currently Amended) The method of Claim 25, wherein the radio signals include at least two radio signals and the measuring the radio signals includes:

- measuring a real time difference between the at least two of the radio signals; and
- measuring an absolute time difference between at least two of the radio signals.

27. (Currently Amended) The method of Claim 19, further comprising determining the location of the mobile terminal, wherein the automatically determining the location of the mobile terminal includes:

generating a network assisted positioning request;  
communicating radio signals between the mobile terminal and a base station subsystem;  
measuring the radio signals generated by the mobile terminal during idle periods;  
storing the measurements of the radio signals;  
determining an arrival time of a first detectable path; and  
determining when the idle periods occur.

28. (Currently Amended) An apparatus, comprising:  
a transceiver that is configured to communicate over a mobile communication network;  
a receiver that is configured to receive digital broadcasting over a digital broadcasting network;

a display;  
a memory including logical instructions stored therein; and  
a processor that is configured to enable actions based on executing the logical instructions, the processor configured to: wherein the actions include:

display displaying a link to a resource, wherein the link is related to a product and a position of the link is in a video displayed on the display and corresponds to an image of the product, wherein the video is received via the digital broadcasting network;

determine determining that a user has selected a link;

store storing a location of the apparatus in the memory, wherein the location of the apparatus is received via determined automatically using the mobile communication network in response to the selection of the link; and

communicate communicating the selected link and the location of the mobile terminal to an application server using the mobile communication network.

29. (Currently Amended) The apparatus of Claim 28, wherein the processor is further configured to actions further include:

receive receiving content related to the link and the location of the apparatus from the application server using the mobile communication network, and  
display displaying the related content on the display.

30. (Currently Amended) The apparatus of Claim 28, wherein the processor is configured to location of the apparatus is automatically determined by:

communicating radio signals;  
measure measuring the radio signals; and  
receiving the measurements of the radio signals; and  
store storing the measurements.

31. (Currently Amended) The apparatus of Claim 30, wherein:

the transceiver is further configured to receive the measurements of the radio signals, and wherein the processor is further configured to determine a first arrival time for a first detectable path for a first base subsystem and a second arrival time for a first detectable path for a second base subsystem actions further include calculating the location of the apparatus based on the measurements.

32. (Currently Amended) The apparatus of Claim 30, wherein the processor is configured to actions further comprise:

measure measuring the radio signals generated by the mobile terminal during idle periods;  
determine determining an arrival time of a first detectable path; and  
determine determining when the idle periods occur.

33. (Currently Amended) The apparatus of Claim 30, wherein the apparatus is configured to actions further comprise:

receive receiving interactive betting content over the mobile communication network that enables a bet to be made from the apparatus; and

in response to a bet being if the bet is made, receive via automatically receiving over the mobile communication network the link such that the link is related to the bet.

34. (Currently Amended) An apparatus, comprising:

a transceiver that is configured to communicate over a mobile communication network;  
a memory that includes a database and logical instructions; and

a processor that is configured to enable actions based on executing the logical instructions, wherein the processor is configured to actions include:

provide providing a link to a resource for a mobile terminal ~~over the mobile communication network~~, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product in the video displayed on the mobile terminal, and wherein the video is transmitted by a digital broadcasting network;

receive receiving an automatically determined location of the mobile terminal over the mobile communication network as a result of the selection of the link;

search searching the database to determine content that is related to the link and the automatically determined location; and

provide providing the related content to the mobile terminal over the mobile communication network.

35. (Canceled)

36. (Currently Amended) A system, comprising:

an application server;  
a digital broadcasting transmitter;  
a base station subsystem;  
a location management unit; and

a mobile terminal that is configured to perform actions, wherein the actions include:

display displaying a link to a resource, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, wherein the video is received from the digital broadcasting transmitter over a digital broadcasting network;

determine determining a selection of the link by a user;

store storing a location of the mobile terminal in the memory, wherein, in operation, the location of the mobile terminal is determined automatically over a mobile communication network as a result of the selection of the link; and

communicate communicating the selected link and the location of the mobile terminal to the application server over the mobile communication network.

37. (Currently Amended) The system of Claim 36, wherein the application server has a database, and the application server is configured to perform actions, wherein the actions include:

search searching the database for reseller information that is a match to the location of the mobile terminal and the product associated with the selected link; and

provide providing the reseller information to the mobile terminal over the mobile communication network if the match is found, and wherein the mobile terminal is further configured to display for displaying the reseller information if a match is found.

38. (Previously Presented) The system of Claim 36, wherein the location management unit is integrated with one of the base station subsystem and the mobile terminal.

39. (Previously Presented) The system of Claim 36, wherein the mobile communication network that the base station subsystem and the mobile terminal are connected to is a GSM network, and wherein the location management unit is configured to communicate with the GSM network via a GSM air interface.

40. (Currently Amended) The system of Claim 36, wherein the base station subsystem is configured to perform actions, wherein the actions include:

communicate communicating radio signals, and

receive receiving measurements of the radio signals; and

wherein the location management unit is positioned in the mobile terminal and configured to perform actions, wherein the actions include:

measure measuring the radio signals to provide the measurements of the radio signals; and

send sending the measurements to the base station subsystem.

41. (Previously Presented) An apparatus, comprising:

a receiver that is configured to receive digital broadcasting over a digital broadcasting network;

means for providing a link to a resource to a mobile terminal, wherein the link is related to a product and a position of the link is in a video displayed on the mobile terminal and corresponds to an image of the product, and wherein the video is received via the digital broadcasting network;

means for determining a selection of the link by a user;

means for automatically determining the location of the mobile terminal using a mobile communication network as a result of the selection of the link;

means for determining content that is related to the linked resource and also related the location of the mobile terminal by automatically employing the location of the mobile terminal; and

means for providing the related content to the mobile terminal over the mobile communication network.

42.-44. (Canceled)

45. (Currently Amended) The method of Claim 19, wherein the processor is configured to, in response to the selection of the link, stop -stops the delivery of the video while the related content is displayed.

46. (Currently Amended) The apparatus of Claim 28, wherein the processor is configured to, in response to communication of the selected link, stop-stops the delivery of the video while content related to the link is displayed.

47. (Currently Amended) The apparatus of Claim 34, wherein the processor is configured to stop the video is stopped while providing the related content.

48. (Currently Amended) The system of Claim 36, wherein the application server-servicee is configured to-perform the actions, wherein the actions include:

in response to the communication of the selected link, stop-stopping the delivery of the video while content related to the link is provided to the mobile terminal.

49. (Previously Presented) The apparatus of Claim 41, wherein the means for providing a link to the resource is configured to stop the providing of the video while the related content is provided to the mobile terminal.

50. (Previously Presented) A method comprising:

providing a link over a mobile communication network to a mobile terminal, the link associated with a resource and a product in a video that is being displayed on the mobile terminal, wherein the video is provided by a digital broadcasting network;

receiving an indication that the link has been selected over the mobile communication network, the indication including an automatically determined location of the mobile terminal;

searching a database to determine content that is related to the link and the automatically determined location of the mobile terminal; and

providing related content over the mobile communication network to the mobile terminal.

51. (Previously Presented) The method of Claim 50, wherein the providing of the related content over the mobile communication network stops delivery of the video.

52. (Currently Amended) A computer-readable medium having computer-executable components for causing a computer to perform the steps, comprising:

displaying a link to a resource on a mobile terminal, wherein the link is related to a product and a position of the link is in a video, wherein the link corresponds to an image of the product, wherein the video is received via a digital broadcasting network;

determining a selection of the link by a user;

receiving a automatically determining the location of the mobile terminal, the location determined via use of using a mobile communication network in response to the selection of the link;

receiving via the mobile communication network determining content that is related to the link and also related to the location of the mobile terminal by automatically employing the location of the mobile terminal, the determining using the mobile communication network; and

enabling the mobile terminal to display the related content, the related content being provided over the mobile communication network.